

CTI PFA N A sia Forum for Clean Energy Financing

Business Competition

Applications must
be received by
22nd December
2009

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Sponsors and Organizers



Introduction

"The world faces the daunting combination of surging energy demand, rising greenhouse gas emissions and tightening resources. A global energy technology revolution is both necessary and achievable; but it will be a tough challenge. No single form of energy or technology can provide the full solution." Nobuo Tanaka, Executive Director of the International Energy Agency (IEA) Tokyo, June 2008

We believe there are many who have the same passion for the environment as we do. Individuals who not only possess bright and innovative ideas that can shape the environmental future of tomorrow but have the determination to carry these ideas out into completion. That person could be you!

As such, the CTI PFAN Asia Forum for Clean Energy Financing, sponsored by the Climate Technology Initiative (CTI) and the U.S. Agency for International Development (USAID) seeks to nurture individuals/teams/startup companies with environmentally beneficial business proposals with the eventual hope of transforming them into reality. The Forum will be conducted in a competition style, and once you have qualified for the 2nd stage of this competition, you will have the coaching of CTI PFAN advisors in the field, who will guide you in creating a financially, socially and environmentally viable business plan.

With this concrete business plan, you can stand before investors with full confidence that it will be well received and ready for action. The CTI PFAN Asia Forum for Clean Energy Financing will be held in Bangkok, Thailand to which potential investors will be invited to provide you with an opportunity to present your plan and help source the financing that you need. In addition, the panel of judges who will oversee the final judging of this competition-style Forum is made up of investors, industry specialists and business executives who have a keen interest in enabling cleaner and greener projects.

Therefore, it is our hope that through this Forum, there will be a marriage between budding entrepreneurs and ready investors. So take your ideas to the next level and grab this opportunity to see your business proposals transform into business reality.

Competition Guidelines

Eligibility

Any persons or company resident or actively operating and/or registered in Asia may participate in the CTI PFAN Asia Forum for Clean Energy Financing*. While there is no restriction on the size of the company / sponsor, the award is designed to reflect excellence in new ventures.

Focus of Business that will be considered

The business must promote clean energy technologies, products or services that would in general include:

- Biomass
- Biogas
- Solar
- Wind
- Geothermal
- Hydropower
- Clean transport
- Tidal / Ocean
- Energy efficiency
- Distributed generation
- Waste-to-energy
- Emission reduction
- Energy storage

Competition Categories

Only business opportunities that require total (initial) capital in excess of US\$1 million (or currency equivalent) will be considered.

Acceptable Business Plans

Plans eligible for the Forum, may include, but are not limited to:

- New and existing ventures/businesses including upstream technology development and down stream utility type projects
- Merger or acquisitions, including leveraged buyouts, which will lead to a turnaround, roll-up, or some other significant change that adds value to the current business

* *Proposals from India and China are excluded since there will be dedicated national business plan competitions in both countries during 2010.*

- Joint venture, alliance or network-based business (e.g., create new entity from current enterprises)

Proprietary Information and Confidentiality

The organizers respect the confidentiality of all participants' business concepts and plans. Business concepts, overviews and plans will not be copied for any purposes other than use in the Forum. The judges also recognize the sensitivity of the materials being presented and undertake that they are bound by the same considerations of confidentiality.

Teams may choose to include the following optional disclaimer on the cover sheet of their submissions, recognizing that it is not a legally binding agreement:

“This business plan is confidential and is presented solely for the purpose of evaluation in the CTI PFAN Asia Forum for Clean Energy Financing. This plan may not be reproduced or redistributed in whole or in part. By accepting a copy of this plan, the recipient agrees not to reproduce or disclose the contents of this plan to third parties without the prior written consent of its authors. “

Prospective participants in this Forum may ask that confidentiality agreements be secured from mentors, organizers and/or judges. While the organizers appreciate the concerns behind these requests, as a matter of convention and practicality, confidentiality agreements are not signed as part of the CTI PFAN Asia Forum for Clean Energy Financing.

If participants do not want certain firms or individuals to judge their business plan because the team has invested in potential competitors, this should be noted in the application.

Submission of applications and supporting material

All submissions are to be in electronic format. Consideration should be given to the size of individual files to ensure ease of transmission. To increase information security and authenticity, files should be submitted in PDF format and financial models in Excel format.

Selection Criteria

Stage 1: Business Executive Summary Submission

Open Category (no limit to number of participants)

No.	Assessment Criteria	Weightage
1	Technological, product or service innovation	10%
2	Market understanding and analysis	10%
3	Plan implementation Feasibility	15%
4	Potential environmental benefits	10%
5	Business Strategy and Potential	40%
6	Business Creativity	10%
7	Professionalism and presentation	5%
	Total	100%

This portion of assessment would not judge teams based on how complete the business plan is. It will be judged more on the potential for success. Attention will be paid to identifying proposals which are technically feasible but have yet to develop a strong business angle. The same goes for business plans that seem less professional but which might actually have potential given adequate support.

Stage 2: Business Plan Guidance

6 or more teams will be selected.

No.	Assessment Criteria	Weightage
1	Business plan Implementation readiness	10%
2	Market analysis and competitive advantage	10%
3	Management Capability	20%
4	Operational Feasibility	20%
5	Economic Attractiveness	20%
6	Risk Mitigation Strategies	15%
7	Industry Expert Feedback	5%
	Total	100%

This portion of assessment would judge teams based on a critical review of the business plan considering amongst others issues whether it is

- *thoroughly prepared,*
- *economically attractive,*
- *has identified a strong market demand for the business*
- *shows a competitive advantage in the market*
- *demonstrates a strong, committed management team and/or a clear recognition of what will be needed,*
- *has a sound investment structure, with potential exit strategies for investors,*
- *well thought out in terms of risk/threats involved.*

Stage 3: Business Plan Presentation at Business Competition

Up to 6 teams will be given the opportunity to make a presentation

No.	Assessment Criteria	Score 1-10
1	Definition of market	
2	Definition of products or services	
3	Revenue generating strategy	
4	Credibility of marketing plan and strategy	
5	Financial projections reflection of true operating costs and capital expenditures	
6	Achievability of projected revenues and earnings	
7	Identification of competition and description of competitive advantages of proposed products or services	
8	Programme for protection of IP is applicable	
9	Focus on critical elements for success of business	
10	Definition of investor exit strategy	
	Total	

While the panel of judges will be provided with an executive summary, they will not review the final business plan in detail. The judging will therefore be based largely on the presentation and its impact.

Timeline

The timeline of the Forum is divided into 3 stages.

Stage	Deliverables	Submission Date	Notification
1	Application and Executive Summary	22 nd December 2009	7 th January 2010
2	Business Plan & Presentation slides	13 th February 2010	20 th February 2010
3	Final Pitch	4 th March 2010	4 th March 2010

Stage 1: Application and Executive Summary Submission

The submission of the Application to Participate together with the Executive Summary must be made by Tuesday 22nd December 2009 to toecoasiacdcp@cleanenergyasia.net.

Participants selected to advance into the next round will be notified by Thursday 7th January 2010. Immediately following this notification, organizers will work with the selected participants to arrange the agreed coaching support for the next stage of the Forum.

Stage 2: Coaching and Business Plan Preparation

In this stage of business plan guidance, CTI PFAN advisors selected based on the scope of the respective business plan will assist the teams in preparing a concrete business plan. This support, up to five days in total, will be provided at no cost to the teams.

By February 13th 2010, the shortlisted teams are expected to have developed a complete business plan that would at least detail the following items:

1. Value proposition and Business model
2. Market
3. Team
4. Operations

5. Financials
6. Risk Mitigation

In addition, the teams will be asked to produce a PowerPoint presentation of no more than 20 slides that will be reviewed by the judging committee.

The submission of both the Business Plan and the PowerPoint presentation must be made by 13th February 2010.

Stage 3: Business Plan Presentation at Forum

Based on the business plans, PowerPoint slides and recommendations by the CTI PFAN advisors, 6 finalist teams and 6-9 semi-finalist teams will be selected to attend the Project Development Workshop in February 2010 (details of which shall be determined in due course), the Preparatory Workshop on 3rd March 2010 and the CTI PFAN Asia Forum for Clean Energy Financing in Bangkok on 4th March, 2010. At the Forum, 6 finalist teams will present their ideas to investors and a judging panel. This will include an expense paid trip to the Workshops and the Forum sites including accommodation and travel expenditure for one team member.

The Preparatory Workshop and the Forum taking place in Bangkok, Thailand on 3rd and 4th March 2010 is as follows:

Day 1:

The first day will consist of a workshop at which it is anticipated that the finalists will work to put the finishing touches on their business plan and presentations. The workshop will be lead by CTI PFAN advisors and there will be an opportunity for a mock presentation in preparation for the more formal presentations on Day 2.

Day 2:

During Day 2 the intention is that a number of interested investors will be invited to the competition-style Forum and each finalist will be given the opportunity to make a 15 minute presentation. This presentation will be in front of interested investors and a panel of judges who will choose the winners for the year 2010.

The results of the presentation will be announced in the evening of this second day and prizes will be presented at the award reception.

All teams that have taken part in the CTI PFAN Asia Forum for Clean Energy Financing will be invited to participate for this reception event where competitors and investors can continue to interact informally. Some additional participants who were eliminated during stage 2 may, at the discretion of the organizers, be invited to the Forum.

Frequently Asked Questions

1. How is the competition being organized?
 - The Forum is being sponsored by the Climate Technology Initiative (CTI) and the U.S. Agency for International Development (USAID) with overall support from the International Center for Environmental Technology Transfer (ICETT) of Japan. The Forum is part of the work done in Asia by the CTI Private Financing Advisory Network (CTI PFAN) with organizational support from the USAID's ECO-Asia Clean Development and Climate Program (ECO-Asia) and ReEx Capital Asia.
 - The evaluation of the executive summaries and business plans will be supported by members of the CTI PFAN. CTI PFAN advisors are expected to provide mentoring for participants in the Forum. CTI and ICETT will give final approval on the finalists for each stage based on recommendations from the evaluation team led by ECO-Asia and ReEx.
 - A panel of judges will hear each of the presentations on the competition-style Forum in Bangkok, Thailand and will decide amongst themselves which should receive the award for the year 2010.

2. Are there guidelines for the executive summary/ Business plan/presentation available?

Yes. Please refer to the appropriate downloads listed below for detailed guidelines.

- Executive Summary Guidelines
 - Business Plan Guidelines
 - Presentation Guidelines
3. How will mentoring / support services be arranged and funded?
 - The needs of each qualifying team will be reviewed with the organizers and an appropriate mentoring agreed. The payment for these services will be made directly by the organizers to the provider.

4. How are team expenses and traveling cost?
 - All costs for the preparation, submission and correspondence related to application and participation in the Forum will be at the team's expense.
 - Pre agreed third party costs for mentoring will be supported as outlined in 3.
 - Travel and accommodation costs for those invited to attend the Workshop and the Forum will be arranged by the organizers in consultation with the finalists.

5. What benefits are there for participation in this Forum?
 - For those who qualify for stage 2, there will be mentoring and support provided to assist in bringing your business plan to a stage where it is of a high quality and ready for presentation to potential investors.
 - Those involved in the organization and mentoring for the Forum have significant experience in this market and in particular in assisting in the preparation and presentation of business plans and sourcing investments. This experience will be available to all participants.
 - During the preparatory workshop, additional support will be available to add the final polishing touches to your plan and undertake a mock presentation before the final presentation in front of the judges and interested investors.
 - The CTI PFAN Asia Forum for Clean Energy Financing will bring together a range of investors who are active in the clean energy sector. This will provide an opportunity for one on one contact to explore possible financing for your business. These meetings will be facilitated by the organizers as required.

6. Can other modes of presentation be used to support the business plan?
 - While you may choose to use video or other forms of presentation to support your business plan under stage 2, the final presentation in front of the judges at the Forum is limited in time and much of their evaluation will be on your success in convincing them of the credibility of your business plan. As such it is not expected that you would

use more than a limited number of PowerPoint slides to reinforce your presentation.